



AGENDA ITEM #: 9

DATE OF MEETING: July 20, 2006

ACTION:   X  

DISCUSSION:           

**PROJECT TITLE: Ad Campaign**

**A. SUMMARY OF REQUEST:**

This request is to obtain State Commission approval for the Commission's Media and Public Relations Subcommittee recommendations for the next paid advertising campaign. Upon State Commission approval, the ads will likely air in late 2006 or early 2007.

**B. BACKGROUND/HISTORY:**

California Health and Safety Code Section 130105 requires that six percent of Proposition 10 tobacco tax revenues be deposited in a Mass Media Communications Account and earmarked for public education and outreach campaigns targeted toward California's diverse communities. Historically, First 5 California has run an ad campaign every 7-12 months. Our last campaign on pediatric obesity prevention ended in March 2006, and under normal circumstances our recommendation would be to run the next flight in November. We have also historically sought to avoid running ads in the last month or two before an election, as it raises prices and creates a cluttered media environment.

**C. PROPOSAL:**

The Commission's Media and Public Relations Subcommittee recommends that the next campaign begin after the election—either late 2006 or early 2007. Approximately \$22.6 million remains for the next ad campaign in the 2006/2007 fiscal year budget. About \$20 million will be used for media placement, which will provide a fully integrated, multilingual statewide campaign. These campaigns typically last 10-12 weeks and have included TV and radio in every media and ethnic market, as well as print in rural and ethnic markets. This next flight will likely utilize existing TV ads as well one new Spanish-language TV ad and new radio ads for pediatric obesity prevention.

1. Contractor

GMMB is the current First 5 California contractor.



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2. Scope of work

This project is covered under the current advertising contract and under the original scope of work.

3. Primary goals and objectives

This allows First 5 California to meet its mandate under Proposition 10 that six percent of all tobacco tax revenues be earmarked for public education and outreach campaigns targeted toward California's diverse communities. The Media and Public Relations Subcommittee's recommendation is in accordance with First 5's current strategic plan.

4. Population

The recommended approach is as follows: Pediatric obesity prevention messages for general and Spanish-language markets. Smoking prevention and cessation messages for API markets. Preschool messages for all markets.

5. Timeframes

The ad campaign should be ready to air in late 2006 or early 2007 for 10-12 weeks.

6. Evaluation

The recommended ads of the Media and Public Relations Subcommittee have already been evaluated through a rigorous ad testing process to ensure that they resonate with target audiences, and motivate behavioral change.

7. Cost

About \$22.5 million remains under the current contract for fiscal year 2006/2007.



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**D. FIRST 5 CALIFORNIA OBJECTIVES:**

This campaign will focus on First 5's overarching goal of school readiness and also addresses health (specifically pediatric obesity prevention), utilizing ads previously produced for the State Commission. The campaign will also address tobacco cessation and prevention in Asian markets.

**E. INTERFACE/IMPACT ON OTHER PROGRAMS:**

The statewide media campaign, which provides public education, is designed to complement the direct services provided by the County Commissions.

Pediatric obesity prevention, smoking prevention and cessation, and preschool are top priorities for many counties, as a number of them provide direct services on these issues to their local constituencies. In addition, some of these ads are made available to counties for local use as free placement.

**F. ATTACHMENTS**

None.